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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/725,750	11/30/2000	Tarri E. Furlong	SIEB026/01US	1600

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EXAMINER

BASEHOAR, ADAM L

ART UNIT

PAPER NUMBER

2178

DATE MAILED: 03/25/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/725,750

Applicant(s)

FURLONG ET AL.

Examiner

Adam L Basehoar

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 30 November 2000.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-8 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

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DETAILED ACTION

1. This action is responsive to communications: Application filed on 11/30/00 and claims benefit to the provisional application 60/168208 filed on 11/30/99.
2. Claims 1-8 are pending in the case. Claims 1, 5, and 7, are independent claims.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Microsoft PowerPoint 2000, 03/10/99, "Selling an Idea for a Product," pp. 1-9 (Hereafter known as "MPP2000").

-In regard to independent claims 1, 5, and 7, MPP2000 teach a slide presentation method, program, and system comprising:

collecting information (pp. 5: cost analysis benefits and pp. 4: problem solving features) relating to a presentation target;

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creating a number of presentation definition templates (pp. 9: Templates), each template including a number of slide descriptions (pp. 1-8: Slides), certain of said slide descriptions including information place holders (pp. 1-8: Bullet (text) and Graphic (pictures)); and

generating a slide presentation (pp. 1-8) for a presentation target (pp. 3: Title) in accordance with the slide descriptions of a selected one of the templates (pp. 9: Selling a Product or Service), wherein collected information relating to the presentation target (pp. 5: cost analysis benefits and pp. 4: problem solving features) was substituted for the place holders (pp. 1-8: Bullet (text) and Graphic (pictures)) in the slide descriptions of the selected presentation template.

While MPP2000 teaches all the limitations of claims 1, 5, and 7, it was shown in Moseley et al. MPP2000 does not teach wherein information for more than one presentation target is collected. It would have been obvious to one of ordinary skill in the art at the time of the invention, for the sales organization of MPP2000 to have collected information on more than one customer, because they could have created additional tailored slide presentations to pitched their product, service, or idea to more customers and thus increased the probability of more sales and higher profits.

-In regard to dependent claim 2, MPP2000 further teach wherein the presentation targets are potential customers (pp. 3: Title) of a sales organization (pp. 1: Title), and wherein part of the collected information relates to potential sales opportunities (pp. 7: products, services, and ideas) between the sales organization and the potential customer based on (pp. 5: cost analysis benefits and pp. 4: problem solving features).

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-In regard to dependent claims 3, 6, and 8, MPP2000 et al further teach wherein the presentation definition template used to generate the slide presentation for a presentation target was selected in accordance with a parameter (pp. 4: 1st Bullet and pp. 5: 1st Bullet) associated with the presentation target.

-In regard to dependent claim 4, MPP2000 et al further teach wherein the presentation target was a potential customer (pp. 3: Title) of a sales organization (pp. 1: Title), and wherein the parameter (pp. 4: 1st Bullet and pp. 5: 1st Bullet) associated with the presentation audience was a primary decision criterion (pp. 4: 1st Bullet and pp. 5: 1st & 2nd Bullet) of the potential customer.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US: 6,128,629	10/03/00	Bretschneider et al.
US: 6,195,665	02/27/01	Jarett
US: 6,008,807	12/28/99	Bretshcneider et al.
US: 6,567,829	05/20/03	Ter Horst et al.
US: 6,683,649	01/27/04	Anderson
US: 5,500,936	03/19/96	Allen et al.

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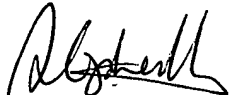
Moseley et al, "Mastering Microsoft Office 97: Professional Edition," Second Edition,
1997, pp. 711-723.

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L Basehoar whose telephone number is (703) 305-7212. The examiner can normally be reached on M-F: 7:30am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather Herndon can be reached on (703) 308-5186. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

ALB


STEPHEN S. HONG
PRIMARY EXAMINER